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MARKET FOR LIFE INSURANCE

—Prospects and Prospecting

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INTRODUCTION

A detailed knowledge of the market and a continuous contact with it is a condition precedent to obtaining satisfactory results in selling. The marketing activity or prospecting effort has necessarily to be a continuous one.

Sale of commodities which satisfy present needs or desires and render tangible or immediate satisfaction is easier than the marketing of a service, conferring deferred benefits, howsoever vital they may be. Human tendency to live completely in the present, and the competitive spirit of spending give rise to a spontaneous market for commodities, which in their wake create resistance to the sale of so vital a service as Life Insurance.

Thus, the marketing of insurance calls for, in addition to a continuous prospecting activity, an ardent exposition of the needs it satisfies. The social and economic values of insurance have to be brought home to every prospect before endeavouring a sale. It is for this reason that the job of the Life Insurance salesman is somewhat different from the job of other salesmen. His market is not spontaneous, he has to create one; hence greater importance of prospecting in a career of Life Insurance Salesmanship.

This booklet is intended to bring home to the reader the importance of continuous prospecting and the proved methods of doing so. In its brief scope there is ample indication on :

- (a) Why to prospect;
- (b) When to prospect;
- (c) Where to prospect, and
- (d) How to prospect.

It is unimaginable that anyone can attain any notable success in selling insurance without fully appreciating the importance of continuous prospecting effort and the ardent practice thereof. A careful study of the booklet and the practice of the principles stated therein will undoubtedly enable the life insurance salesmen to have at all times sufficient number of prospects of the right type. An ever increasing list of qualified prospects is the foundation on which success in selling insurance will be built. Complete assimilation of this principle and the habit of continuous prospecting, will help the salesman succeed more than anything else.

MARKET FOR LIFE INSURANCE — Prospects and Prospecting

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THE ART OF PROSPECTING

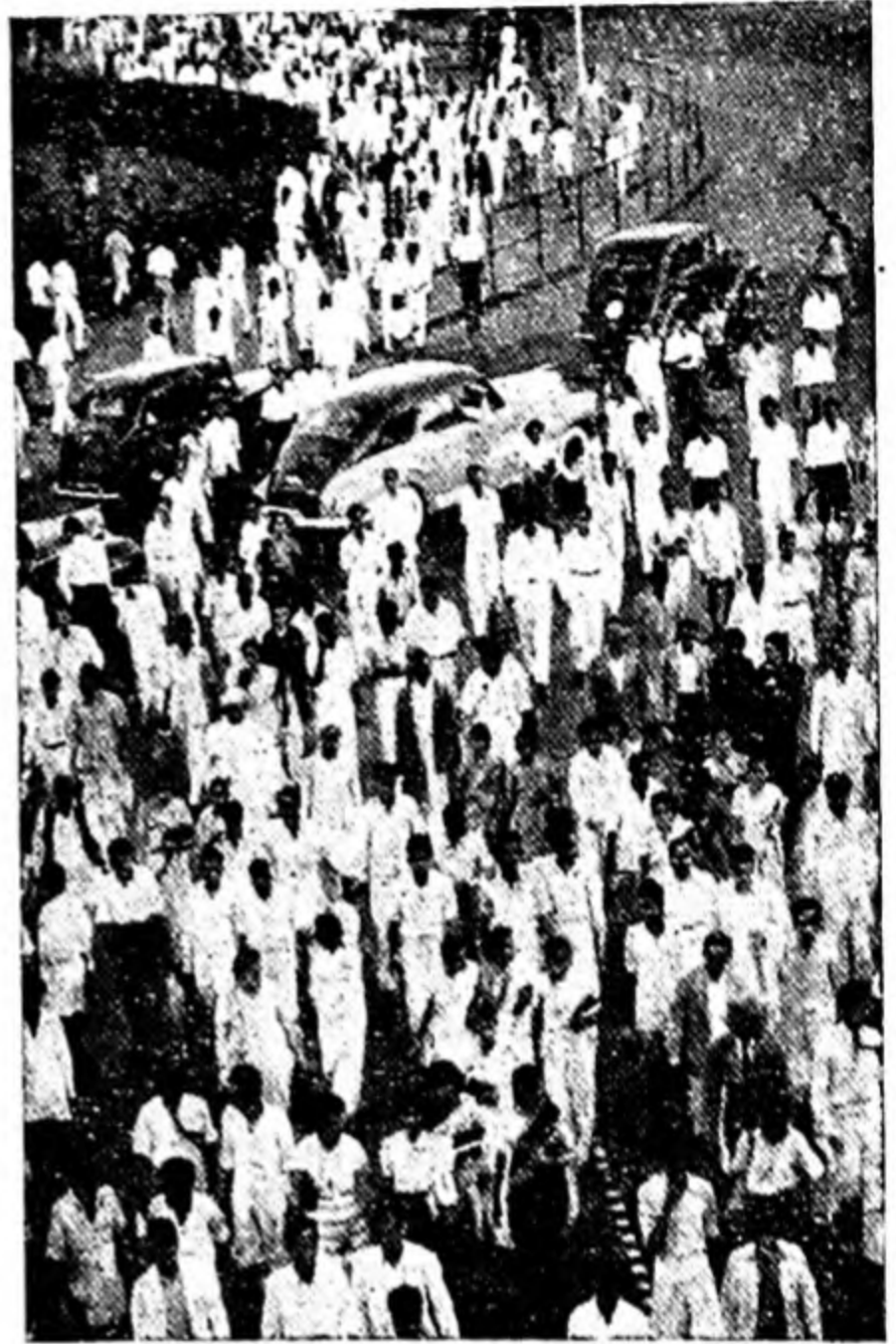
You have seen that the services offered by Life Insurance are varied and invaluable. Life Insurance, as you have studied, is money for future delivery, but the problems of living today are so pressing that people have neither the time nor the inclination to give any serious thought to the problems of the future. Hence Life Insurance is always sold.

This is where the Insurance salesman enters the picture.

The need for Life Insurance is universal but this must not lead you to feel that people will flock to your doors to buy Life Insurance. This being the case, if you are properly organized to uncover the needs of every man and woman you meet, you would certainly do a good amount of business. But there is a better way of doing it. Although the stream of men and women, boys and girls—in the adjoining picture are all potential buyers for Life Insurance some day, it will be more rational for you to approach those only who could be probable buyers for Life Insurance now.

For example, the father-in-law of your friend, Mr. Sethna, is a Chartered Accountant and has four partners in his firm. His need for Partnership Insurance is evident and may be, you can approach him under favourable circumstances. He is, therefore, a prospect for you.

On the other hand, Mr. Ramanlal, staying next door to you, suffers from diabetes and



high blood pressure. He is certainly not a prospect for you.

May be, Mr. Omkarmal, the mill magnate, has a need for Insurance against death duties and may be, he has not made enough provision for income-tax saving. But since you cannot approach him under favourable circumstances, he is not a prospect for you.

The job of finding who are potential buyers of Life Insurance is called "prospecting" and the individuals so selected are termed "prospects". Success in prospecting will mean success in Life Insurance Selling.

Any one who decides to make Life Insurance salesmanship his career, soon finds that the more thoroughly he learns and practises the art of prospecting, the greater will be his chances of success in selling. The art of prospecting, like other arts, seems difficult at first but becomes relatively easy when handled in logical steps and in an organized manner.

Unlike other trades, in Life Insurance two essentials should guide you in developing the line of your potential buyers or prospects :

1. Make a list of people who, you think, are the right people for you to sell.
 2. Organise the list in such a way that you will see each one at the right time.
-

Here your job differs from the job of salesmen in other trades. If, for example, you were selling pharmaceuticals, you automatically would know that the right people for you are chemists, druggists and doctors. The right time to see them would be either at regular intervals or when you have a new product to offer them. But in the Life Insurance business, you have to make this list from a general list of people you know. Besides, in the Life Insurance business, you must build your list of the right people and so organise it that you see them at the right time. Good prospecting is the ability to have available, at all times, a list of the right people to see — a list so organised that you will know the right time to arrange your interviews. This, then, is organised prospecting.

IMPORTANCE OF PROSPECTING

The word 'prospecting' has its origin in the mining industry. To the miner, prospecting is the search for valuable minerals or ores such as silver and gold. To you, the Life Insurance man, prospecting is the process of finding people on whom you may call to offer the service and benefits of Life Insurance. These people are to you what gold and silver are to the miner.

There are five distinct steps in prospecting:

1. Getting names of people.
2. Obtaining information about these names.
3. Recording the information on cards and files.
4. Getting introductions to people.
5. Eliminating poor prospects either before or after calling on them.

Before we proceed with the study of these various steps, let us understand and appreciate why prospecting is so essential to the success of every Life Insurance salesman. The value of prospecting can actually be measured in rupees, annas and pies. If you have no prospects, you will make no sales, earn no commissions and, therefore, the value of having no prospects is zero. On the other hand, a large number of qualified prospects, continuously maintained, means a substantial and steady income for a long period. It is so easy to see the cash value

of prospects when you realise that all the commissions which the NEW INDIA salesmen drew last year depended on business they secured, which, in turn, depended on the prospects they had. Your income, too, in this business, for all times to come will depend on your prospects. Continuous income demands continuous selling, which, in turn, calls for organised and continuous prospecting. It is the lack of continuous and planned prospecting which is the root cause of a salesman's failure.

Prospecting becomes a problem only when it is not a continuous process. By now you shall have realised the paramount importance of the prospecting part of your job. You should never lose sight of the fact that prospecting is the predominant factor in your sales and cannot be separated from it. As a matter of fact, prospecting is your No. 1 job, and you can disregard it only at your own peril. Unorganised prospecting may not result in failure tomorrow, or the next month; you may even not know when it finally comes. No bells ring, no lights flash, and some time may pass before you are even aware of your shortcomings for want of organized prospecting. **More men fail because of the people they fail to see than the people they fail to sell.**

Prospecting, therefore, must be continuous. If you frequently withdraw your money from your bank account without effecting further deposits, you would soon

be familiar with the term "insufficient funds" as your cheques start returning from the bank. When you compare prospecting to deposits and selling or elimination to withdrawals, you can easily see the bankruptcy of a poor prospector. In the Life Insurance business, your deposits are the number of new prospects to be added to your prospect list which should be about eight times the number of your withdrawals, i.e., your sales or eliminations. It clearly indicates that an intelligent worker must follow a good prospecting procedure, and continuously lay emphasis on prospecting lest the need becomes acute. The salesman, who turns his thoughts so prospecting, before he is driven to do so out of sheer necessity is fortunate.

In a "soft market", where almost everyone is a prospect, prospecting is of relatively small importance. In a "not-so-soft market", when only a select few out of the many are prospects, nothing is more important for the salesman than the knowledge, the habits and the skill which will enable him to select the few probable buyers from the many possible ones. Nothing is more important to him than the ability to find, those who have a reasonably acute need for Life Insurance and are possessed of reasonable ability to pay; especially those, who, by reason of a recent change in circumstances, have experienced either a sharpening of the need or an increased ability to pay or both.

The wise salesman thinks seriously on the subject of perennial prospecting and undertakes to build up the habit of prospecting intelligently, persistently and regularly.

Having thus realised the importance of prospecting, let us now proceed with the first step, viz., getting names of people. Before we proceed with the task of getting names, we must know who these people should be. If the job was simply one of getting names, there are enough lists of names available; but, as organised prospecting means listing of the right people and seeing them at the right time, you must proceed to consider those who are the right people — in other words, who can be your 'prospects'.

An individual should meet the following four tests to be a prospect for you :

1. **He must have a need for Life Insurance :** As you have seen, Life Insurance exists because people have money-wants or needs which can be met with by Life Insurance. Although all men need Life Insurance, those individuals in whose case the needs are more keenly felt should find their place in your prospect list.

2. **He must have the ability to pay the necessary premium :** As Life Insurance is a form of saving, it is evident that only those who have enough income to be able to save a portion therefrom, can buy Life Insurance. This, however, should not make you disregard quickly men who, outwardly, do not appear to have money. As a matter of fact, the most common objection advanced by most men is that they do not have enough money to buy Life Insurance. You should, therefore, drive home to them the need for Life Insurance and persuade them to re-adjust their budgets to be able to save for Life Insurance.

However, those who are unemployed or are earning meagre remunerations cannot possibly be classed as prospects. At a later stage, you will learn how these individuals, who are not prospects for Life Insurance, are ideal prospects for your Company's agency.

3. He must be physically fit: Obviously the man who is beyond the insurable age, or the one who is not physically, morally or occupationally acceptable, is not a prospect.

When you have any doubts, it is advisable to consult your organizing Official or Branch Office before eliminating him from the list of prospects.

4. He must be the type of man who could be approached by you: An individual who passes the above three tests is a good prospect—but for him to be a good

prospect for you, he must pass the fourth test also. Your prospect should be approachable by you under favourable circumstances so that a good interview is possible. He should not be too senior or too highly placed, so that it may become difficult for you to tell him the story of Life Insurance. It has been the experience of many field workers, that, in early stages of their careers they made the mistake of approaching persons of very high status, to whom they did not have an easy access. The people whom you can approach under favourable circumstances is an ever changing group—you move constantly forward into a higher income class as you build yourself and your sales skill.

As you gain experience, you will acquire professional status, prestige and reputation as a reliable life insurance man. You will then be in a position to approach any one in an easy and natural fashion.

KNOW YOUR PRODUCT

Having recognised the important part played by good prospecting in the success of a Life Insurance salesman, and having considered the essentials of a good prospect, we will now proceed with the various steps that lead to good prospecting. For want of necessary training, Insurance salesmen in India have never fully realised the real purpose and value of Life Insurance and their business has been simply to sell policies—usually those with the largest premium. They talk to their prospects about how much they would put in and how much they would receive; about the bonuses, premium rates and names of directors. They argue that the prospect should buy Life Insurance because it was a good business proposition. They try to sell Life Insurance as they would sell any other commodity such as toilet preparations, mill stores or pharmaceuticals. What is, therefore, being sold by them is not Life Insurance, but policies, rates, companies. As a consequence, most salesmen, even after working for a long time, wonder why they do not have sufficient number of prospects and are always confronted with the problem where to go next. All this is mainly due to lack of training.

This problem has not been solved and probably will never be solved until the salesman has a clear understanding of what he really has to sell. Unless he has studied why Life Insurance is really needed by men and women, unless he knows thoroughly the

advantages of the product he is selling, it is unlikely that he will ever survive for long in this business. It is evident that if you seek to be a Life Insurance salesman you should know the product you have to sell before you can visualise its market. If you are selling neckties, your clientele will consist of stores, retail shops or any other place that caters to men's clothing needs. You know this because you have a definite idea of the people who will be interested in neckties you want to sell. Similarly prospecting for Life Insurance is to find a market for it—neither more nor less. Before you can find the market, you must know what your wares are, what they are used for and who will be the logical purchasers for these wares. You have studied in the *Problems of Life and Living* that men are at work to earn income with which to purchase the necessities, comforts and luxuries of life. Men have necessities because necessities sustain life; they desire comforts and crave for luxuries because these make life more interesting, worthwhile and exciting. Since all men have necessities and quite a few crave for comforts and luxuries, which can be bought only by money earned as income, it is evident that money-income must continue for ever. If a man lives, he will need the money-income for himself and if he dies, his wife and children will need it all the same.

You have already seen how Life Insurance assists men in continuing their in-

come, no matter whether they live or die. The head of the family usually works and earns for the benefit of the family, to provide food, clothing and shelter. This income of the head of the family may suddenly stop if he dies. Death in itself is only an incident. Family problems are perennial; death of the breadwinner spotlights them. People know this, yet they seldom think about it and even when they do, they postpone making any provision against the contingency of the loss of income in the event of their death. Your job as a life insurance salesman is to remind them of contingencies, which, though known, are generally ignored.

In the last analysis, when a man buys Life Insurance, he is only doing what Joseph did when he stored up grain for seven good years so that when lean years came, people could draw upon the reserve that had been

set aside for this emergency. What Life Insurance does is to actually provide people with a warehouse to store up enough grains, vegetables, clothing and other necessities during the years when the head of the family is active and is the main source of income, so that resort can be had to it when necessary. When you sell a Life Insurance policy, you suggest to people that they store up funds to be drawn upon when necessary to buy food, clothing and shelter. So, what you really have to sell today, figuratively speaking, are tomorrow's necessities.

Life Insurance, as you have already seen, is money for future delivery. Money means the power to purchase food, clothing and shelter, and ability to pay for education, marriage, medical aid and other expenses — today, tomorrow and for all times to come.

FIRST STEPS IN PROSPECTING

GETTING NAMES OF PEOPLE

We may now detail Step No. 1 in prospecting, i.e., **getting names of people**. Emphasis has already been laid on the universal need for Insurance. Although every one should buy Life Insurance, in actual practice, he does not. Further, even if every one wants to buy Life Insurance, he may not be able to do so because Insurance Companies have placed certain limitations and restrictions on the sale of Life Insurance policies. While it is necessary and proper for you to approach every one for Life Insurance, there are limits to your market. In considering the essentials of a good prospect, mention has already been made of these limitations. Before we proceed with listing the names, let us reiterate the fundamental qualifications of a 'prospect':

1. The chief qualification to purchase Life Insurance is good health. Life Insurance is one thing that money alone cannot buy. So, you should know that the person to whom you expect to sell Insurance is in normal health.
2. Since Life Insurance is a form of saving money for future delivery, you cannot consider one a prospect unless he is able to save. Your prospect must have money. A good prospect is usually a man who has a reasonable source of steady income—a job, a business or profession.

3. He must have a need for Insurance. This third limitation needs to be further explained. If, by chance, the person you have in mind, has saved enough money in the shape of other properties, it is very likely that he is not a good prospect. When we suggest that a person who has saved enough money in other forms of properties is not a good prospect, all that we mean is that he is not the right type of man to be included in your first list of prospects. As you know more and more of this business, as also the more progressive uses of Life Insurance for Income Tax, Death Duties, etc., even such a man may become your prospect.

Your first list will consist of persons who may be termed as your 'natural contacts'.

NATURAL CONTACTS OR PERSONS YOU KNOW

The list of persons you know should be as comprehensive as possible. It should include every person with whom you have a facial acquaintance and who will remember having seen or heard of you before. Forget all about Life Insurance when compiling this list. You are otherwise likely to omit some names which may prove of great importance to you, as you will find when you complete the study of this booklet. Old or young, men or women, boys or girls, rich

or poor — it makes no difference. Write the names of all the persons you know in the following form :

No.	Name.	Address.	Age.	Occupation.	Approximate Income.

You will be provided with such sheets from the Branch Office, and if you are unable to get them, you may prepare these sheets as per specimen above.

Secondly, it is advisable not to do the job of listing these names alone, but to take the help of your parents, brothers, sisters, wife and children. The number of names they suggest will perhaps amaze you. It is desirable that names pertaining to different groups are recorded on different sheets for convenient handling in future.

To assist you, however, in preparing as exhaustive a list as possible, hereinbelow are enlisted some of the sources from which you should be able to make a list of your natural contacts :

- (1) **Personal contacts :** Relatives, friends, neighbours, former business associates, club and lodge members, etc.
- (2) **Wife's contacts :** Her parents, relations, teachers, school and college friends.

- (3) **Children's contacts :** Neighbours, friends, school and other associates.
- (4) **Professional contacts :** Doctors, solicitors, brokers, lawyers, etc.
- (5) **Persons with whom you do business :** Grocer, druggist, auto-dealer, tailor, etc.
- (6) **Contacts through Sports & Hobbies :** Members of sporting or hobby groups.
- (7) **Contacts through civic activities :** Members of charitable institutions, civic and religious organizations, etc.

The preparation of this list is very important and you should spare no effort to make it as exhaustive as possible. After you have been at the job for sometime, it is likely that you may reach a point when you cannot think of any more names. It would be proper to go back to the list after a day or so. You can also use a Telephone Directory, "Who's Who", the Civil List, and other classified lists, and from the names therein ascertain whether you can pick out some more. At first, write only the names. After you have finished writing down the names of all the persons you can think of, you should start filling other columns to the best of your knowledge. It would be advisable to get from others as complete an information on these points as may be possible. Time spent on this job is worthwhile; and you will do well to remember that it cannot be done just in a day. In practice, it may take a week or more, but rest assured that the time shall have been well-spent when you have finally a complete and accurate list of every one whom you know.

Naturally your friends and relatives will be the first to be included in this list. Although, they should be the logical first prospects, many new salesmen feel that it is embarrassing to propose Life Insurance to their friends and relatives. This feeling grows in them out of two facts:

1. They still do not have the full picture of Life Insurance before them.
2. They do not have an organised sales story.

This shortcoming, however, shall have been overcome by the time you complete your basic training, because you will have learnt simple and effective methods of beginning a Life Insurance discussion with your friends.

Notwithstanding your hesitation to approach your friends and relatives to start with, you will do well to remember that according to the actual experience of the leading salesmen, the people who are most easily approachable are those who are known to the salesman. Five to seven out of every ten sales effected by a salesman in his first year are with persons whom he knew before.

It will only be after you have been in this business for some time, that you will acquire confidence to sell to strangers.

Actually your willingness to talk to your friends about Life Insurance is your first real test in this business; because until you feel confident enough to talk to your friends about Life Insurance, you are not likely to talk effectively to strangers about it.

Further, people prefer to do business with their friends. You also do business with people whom you know. You buy grocery from a friendly merchant and seek medical aid from the doctor known to you or your family. You order your milk from the dairy your friend or neighbour patronises. Your philosophy should be: "They solicit my business — I solicit theirs."

Besides, you have a definite responsibility to your friends. In many cases, men delay to buy Life Insurance believing their friends or relatives in the business will approach them. If you do not approach your friends and relatives and leave them uninsured, you will deserve blame, should anything untoward happen.

Above all, you have a lot of information about Insurance situations in the families with which you are acquainted. For example, if you know Mr. Joshi, who is unmarried, and has aged parents dependent on him, you know the specific need for which he should buy Life Insurance; or if you know that Mr. & Mrs. Khanna are proud of their 10-year-old son, whom they propose to send abroad for higher studies, you have clearly before you a situation which Life Insurance can meet.

Besides, in dealing with your friends, you do not have the problem of discovering their needs for Life Insurance and this places you in a very favourable position from the start to ensure a successful sale.

Once the list of your 'Natural Contacts' is ready and you are convinced that it is best to commence sales with your well-known friends and relatives, your next

step is to analyse the names of your list so that, when you begin to make your calls, you will go where there are best opportunities for immediate sale of Life Insurance. On first thought, you may feel that selecting your best prospects and calling upon them now is "skimming the cream!" In a sense that is true, but as you make these calls, you will be developing new contacts, so that instead of depleting your prospect list, you will, in fact, be constantly adding to it. As you will observe, prospecting is a continuous process. You sell as you prospect and you prospect as you sell. Prospecting and selling are two sides of the same coin, not separate coins.

YOUR IDEAL PROSPECT

As you start selling Life Insurance, look for the following six qualifications in your prospect:

1. To begin with, select your prospect within your own age-group.
2. He should preferably have one or more dependents.
3. He should have a regular income.
4. He should be a personal friend or near relative or one who is well-known to you.
5. He should be easy to approach under favourable circumstances.
6. He should have a definite and immediate need for Life Insurance.

The next step would be to examine the list in the light of the above six points and determine your immediate prospects. Now you examine each name in the list to see

how it qualifies on these six points. To assist you in this work, you would be provided with Prospect Cards on which the information that comes to your mind may be recorded. Before, however, you proceed to enter the information on the Prospect Card, you will do well to study the following chapter on the use of the Prospect Card and the Prospect File.

Approximate Age: For the purpose of determining whether a particular individual is your prospect, it should first be necessary for you to have an approximate idea of his age. Since the majority of the names on your list would be those of friends and close acquaintances, you will be able, in most cases, to enter a fairly close approximation. This needs emphasis because, as you start in the field, you will find that it is easier to sell men and women who are near your own age. Your own point of view upon financial matters, enables you to know, to a certain extent at least, the point of view of men or women who are in approximately the same age range. You talk similar things, have similar interests, possibly think along common lines, and, above all, feel at ease and are able to talk naturally to people within your own age range.

Number of Dependents: Although the needs of man or woman with no dependents could be covered by Life Insurance, the fact that a man or a woman has a number of dependents usually makes the needs more glaring and enables you to deal with them more realistically. For example, a married man is a better prospect than a single man, but a married man with one or more children is a still better prospect. Remember,

there are relationships of dependency other than those of the wife upon the husband and the children upon the father. The young man with a dependent father who helped him acquire his education, or mother who worked hard to pay for his school fees, has a Life Insurance situation which would make him an ideal prospect for you.

Regular Income : This is a subtle point on which exact information may not be available. However, in most cases, it is possible to judge a man's approximate income, from his standard of living. You should be able to judge this from the nature of the prospect's employment, the kind of home in which he lives and his surroundings. In some cases, a prospect with a small income may be a better prospect than the man with a higher income. As a general rule, however, the man with a higher income is more likely to have a free margin to pay premium for Life Insurance than the man with a lower income.

During the initial stages of your career you have to guard against an attitude of complacency and the tendency to assume that, "Mr. X does not have the money to pay for Life Insurance and I, therefore, better not call on him." This conclusion may be warranted at times when you know for certain that Mr. X has been unemployed for long or has met with certain financial reverses. But you have to be well-informed on this point before rejecting Mr. X as a prospect. There is no justification for you to pre-determine any man's premium paying ability till you have discussed the subject of Life Insurance with him.

Not only this, but you have to, in practice, plead against the pre-disposition of the prospect to putting off the purchase of Life Insurance. Furthermore it should be your aim to persuade the prospect where necessary, to adjust his spending habits in such a way that money for the purchase of Life Insurance is made available. Although there is "no money for Life Insurance", thousands of people continue to buy it year after year. If a man has an income, he is a prospect.

Degree of Intimacy : Enough stress has already been laid on this point. You understand the situation of a personal friend or a near relation far better than that of a person with whom you have only a nodding acquaintance.

Approachability : You are aware of the fact that not only is it essential to see the right type of people, but that it is also essential to see them at the right time. In *The Selling Technique*, you will learn that it is prudent to re-visit a prospect or a policyholder in connection with his birthday as also in connection with the anniversary day of the policy, which you might have sold him. This is applicable to all of your prospects, whether you have sold them insurance or not.

Insurance Needs : You have studied the needs which necessitate the purchase of Life Insurance. Any situation such as rise in salary, promotion to a higher grade, marriage or birth of a child creates a need. This can be satisfied by Life Insurance. Situations constantly change and an observant salesman will have enough instances of new needs for Life Insurance. As you gain expe-

rience you will acquire intuition to observe changes in situations and organise your work to help you make sales. While scanning the list of names you have prepared, careful thought should be given to each person's needs before passing on to the next.

You will do well to keep a list of various needs and changes in life's situations which call for Life Insurance and, as each name appears before you, go through the list of needs and see whether any of these exists in his case.

ORGANIZED PROSPECTING

Emphasis has already been laid on the desirability of organized prospecting. The more thoroughly you know and practise the art of organized prospecting, the greater will be your chances of success in selling.

It is, therefore, necessary that some system is devised and proper records maintained.

The most convenient form of keeping such records is through the use of a Prospect Record File, more commonly known as Prospect File.

The Prospect File is designed to serve two important purposes :

Firstly, it provides a place in which you can keep in an organized manner, the names of your prospects and the important information you secure about each of them. It helps to have a sufficient number of the right type of names to prospect with.

Secondly, the Prospect File provides you with a system to bring these names to your attention at the right time.

In its usual form the Prospect File is a box with index cards tabbed as follows:

Tabs 1 to 31 for days of the month.

Tabs January to December for monthly index cards.

Tabs A to Z for alphabetical list of prospects.

The most important section in the Prospect File is the alphabetical dividers running from A to Z. This is so because it is a reservoir of all the names of your prospects. From the list of your natural con-



tacts, you shall prepare prospect cards which first have to be put in the respective alphabetical dividers.

The next thing, before you start your work in the field, would be to put the prospect cards under the monthly dividers running from January to December. For example, now it is the month of April, and you want to call on Mr. Sethna on the 15th December. You will put his card first in front of the monthly divider for December.

It must, however, be noted that the card in the alphabetical section should never be

removed altogether. A dummy card may however be inserted whenever the original one is to be placed under a particular month or a particular day.

The alphabetical section is at the farther end of the File. This section, as explained above, will have the dummy prospect cards of individuals on whom you want to call in particular months.

The daily dividers running from 1 to 31 are placed at the nearer end of the File. Any cards of prospects or information which you wish to be brought to your attention on a particular day, should be put in front of the respective divider, e.g., in the month of December you have before you the prospect cards for the month including that of Mr. Sethna on whom you want to call on the 15th. You will put the same in front of the divider of the 15th. It is understood that at the close of each day you will go through the cards meant for the following day so that your interviews are properly arranged and no important call is missed. The daily dividers are also useful for bringing to your attention at appropriate time such other information as policyholders' premium due dates, prospects' or policyholders' age changes or birthday reminders etc.

During each day, you will also be obtaining new names of prospects through one of the many methods described in the following pages. Some of these prospects you may call upon immediately. If so, you will file their cards in the respective monthly or daily dividers as the case may be. Other prospects, you may decide to call later and their cards may thus be filed in the alpha-

betical dividers which, for all purposes is a reservoir of the names of all your prospects.

There are many adaptations of this filing system. You may maintain a special section in your file for "Rainy day" or for "Saturday afternoon" prospects. These additional arrangements can be developed later. Your first task is to develop and maintain a file which will be satisfactory for your immediate purpose.

The Prospect File is intended to aid your work, not to hinder it. For that reason you will guard against spending too much time on its operation. Ten or fifteen minutes each day is all the time that is necessary to keep your file upto-date. The time spent in actual selling interviews is the part of your time which returns the biggest dividends. The purpose of a Prospect File is to provide you with a continuous supply of sales interviews and, if properly maintained, it will prove of great help.

PROSPECT CARDS

The prospect card is designed to provide you with a very complete picture of the prospect. It should be evident that the more you know about the prospect, the abler you are to visualise his life situation, which, in turn, would assist you to discover his needs for Life Insurance. In fact, when you discover his needs for Life Insurance, half the battle is won. You know well by now that Insurance is not sold because of its gain in mathematical terms, or because of the soundness of the institution which offers it, or because of the attractiveness of the policies, but it is sold because of the solution it offers to the problems of life and living which

people face. It is, therefore, important and necessary that at the very beginning of your career, you acquire the habit of securing all possible information about every prospect. It is equally important that you form the

Step No. 1: The cards should be filed alphabetically, preferably surname-wise.

Step No. 2: Complete the card as far as you possibly can looking up the directory

PROSPECT CARD												
Pros. No.	Date	Agency No.	Name									
Name										Birth date	Age	
Office Address										Phone:		
Residence												
Income Rs.		P.M.		Hobbies								
Can save Rs.		P.M.										
Referred by			Use influence of				Best time to see					
			Age	D.	M.	Yr.	Children		Age	D.	M.	Yr.
Single												
If Married, Wife												
Present Life Insurance												
Date of issue	Company	Plan	Amount	Premium	How payable	Beneficiary	Pol. No.	Needs covered				

PROSPECT CARD (*Front*)

habit of promptly recording the information obtained upon the prospect card.

The specimen above shows the various heads under which you should endeavour to secure information about your prospect.

After you have prepared the prospect cards for all the names on the list and entered such information as is available you may proceed to :

for telephone numbers and securing other information from the members of your family and friends. If at this stage it is not possible for you to completely fill each item in the prospect card, you can do this as you start making your calls. Once the card is completed, you will have a real picture of your prospect before you. On the basis of the information on the card, you can visualise his problems and analyse his situation in the light of your study of human needs.

Needs	Covered	Progress	Date
1 Clean-up Fund			
2 Re-adjustment Fund			
3 Family Income			
4 Education Fund			
5 Marriage Endowment			
6 Retirement Fund			
7 Death Duties			
8 Children's Deferred Insurance			
9 Mortgage Insurance			
10 Personal Accident Insurance			
11 Car Insurance			
12 Fire & Burglary			

PROSPECT CARD (*Back*)

You can then show your prospect how a relatively small premium will give the family at least a chance to maintain a reasonable standard of living, to educate the children and to help his wife keep the home together in the event of his premature death.

Prospect cards, with complete information on them, are more than cards with mere jottings upon them. Each card, in reality, is the story of a man and his family, a man who has a problem, of which he is possibly unaware, and for which you have the solution. What an excellent opportunity for success you have with such an organized system! In this business, you deal with people's hopes, ambitions and plans. If you view your prospect card in this light, it becomes for you a picture of living men,

women and children. In that spirit, you can carry to them a message ringing with sincerity and earnestness, and it is on that basis alone that Life Insurance can be successfully sold.

Step No. 3: After all the cards are arranged alphabetically, you go through the cards and select those which are most suitable for immediate calls, arranging them according to dates on which you propose to call on those prospects.

You are now organised to begin your field work with the best of your prospects. This would result in a high proportion of sales to the number of calls made. Since your early prospects will mostly be your near relations and friends, you will have an opportunity to discuss their Life Insurance

needs frankly and fully. You will thus develop self-confidence and be better equipped to work later on with those whom you do not know quite so well.

MAINTAINING YOUR PROSPECT LIST

The prospect cards which you have prepared from your list must in no sense of the word be regarded as the end of your prospecting job. It is just the beginning. A prospect list is not static, but is constantly changing. A name upon a prospect card is nothing more than raw material, which through the interview and the sale, is "processed" into a completed proposal. So your prospect list will be constantly decreasing. And just as a factory can operate only so long as a steady stream of raw material flows into the receiving department, so you can operate as a life underwriter only so long as you organize yourself in such a way that a steady flow of "raw material" prospects flow into your file. If selling is to be a continuous process, and it must be, then prospecting must likewise be a continuous process.

IMPORTANCE OF AGE CHANGES

A further use, which you can make of the Prospect File, is to put under the various months and then under the respective dates the cards of prospects with regard to their birthdays so that your attention is drawn to them at the proper time. Assume that you learn about a new prospect on April 5th and find that his birth date is 22nd December. His card should be filed under November because from that time you should start making your first call on him to impress that as age advances, the

rate of Life Insurance will also go up. The card may also be shifted from month to month till March because that is the time up to which he would be entitled to the lower age premium (by dating back). After sufficient contact has been made with the prospect concerning the age change, the card should be filed under December so that you can send him a birthday greetings card, you may telephone or contact him personally or send him a small present. The process of moving the card from November to December and then till March continues as long as you have reason to believe that he is a prospect.

Perhaps you wonder why so much emphasis is placed upon age-change. You know that Life Insurance Premium is based on the age of the buyer at the time of the purchase. Every one is interested in bargains and the days preceding a man's age-change are bargaining days for him in so far as Life Insurance is concerned.

Not only is this bargain appeal attractive to the buyer of Life Insurance, but it is also profitable to the salesman, who uses it. Statistics show that approximately one-third of all sales are made within 30 days' period preceding age-change. You must remember that the bargain instinct is present in human beings, wherever they may be, and it is but prudent that the salesman should make the best use of it. In December 1946, there was literally a rush of buyers for NEW INDIA Policies because it came to be known that the Company was increasing its premium rates from January 1947. Those salesmen who were active really made the most of this opportunity.

You should, therefore, remember to obtain, whenever possible, the date of birth of every prospect you meet. This information about the individual will be of help to you in planning his Life Insurance.

SOME MORE HINTS

The daily index cards in the file box are useful in keeping track of your calls during the current month. On the first of each month, you should remove all prospect cards meant for the month. Carefully re-file them according to the dates on which they are to be used. In many instances, the information on the card will indicate the date on which the call should be made. If a card does not bear any definite indication it should be so arranged that the call is made on a suitable date during the month. Do not group together more calls than can be handled effectively in one day's work.

While programming for each day, care must be taken to see that certain calls, such as age-change or appointment calls, are made on the very day. Another point to be borne in mind in regard to the programming of day's calls is to carefully consider the geographical locations of prospects and group together those residing in the same locality to economise on the street runs. The only time that counts is the time spent with the prospect and every hour of travelling back or forth is a loss.

In *Getting Set for Action* you will learn the necessity of making enough calls in a day. The Prospect File is intended to establish a basis for sound and effective advanced planning. It will help you to do a full day's work every day. "More calls mean more business."

PROSPECTING METHODS—I

When you have properly arranged the prospect cards of your natural contacts into Prospect File, you are organized with regard to the prospects on your list. As you will start calling on them, some of them will become your policyholders, some other names you will have to put off for future calls and quite a few will have to be discarded. You will, now, face the main prospecting problem, viz., maintaining a continuous flow of new prospects.

1. Prospect by constantly enlarging your circle of natural contacts: Because your logical prospects always will be your friends and acquaintances, the larger this circle can be, the more names you will have available at all times to add to your prospect list.

The successful Life Insurance salesman invariably has an extremely sociable nature. He enjoys people, likes to be where there are people, is a good mixer, and gets a real pleasure in meeting new people and in learning their point of view. He does not deliberately enlarge his circle of acquaintances in order to capitalize upon his friendship through the sale of Life Insurance; rather, he goes out of his way to keep active in many circles—clubs, civic and community enterprises—because he is anxious to broaden himself and his relationship to others. Furthermore, activities of this kind go far in building the confidence of others in him, and this places him in a position where he is able to do a better job of service.

“To know people and to be known favourably by people” is sound prospecting procedure.

Of course the possibility of selling Life Insurance to the friends and acquaintances that you make, when you broaden your field of contacts, is not to be neglected; but there are other benefits that amply justify the time invested, such as recreation and broadening of your knowledge of human problems and psychology.

Some of the activities which will assist you in increasing your natural contacts are :

- (a) Old Boys' Associations at schools and colleges.
- (b) Study Circles.
- (c) Community and social activities.
- (d) Exclusive group associations (Rotary, Free Mason, etc.)
- (e) Religious Societies.
- (f) Dramatic Societies.
- (g) Gymkhanas and Clubs, etc., etc.

Remember, “No Insurance Salesman has ever failed because he knew too many people”.

Experience has shown that:

- (a) about 50 per cent of the policyholders are relations and personal friends of the salesman;

- (b) about 25 per cent of the policyholders are, in one way or the other associated with the salesman.

Another study revealed that during a six month period about 80 per cent of the business came from personal and business contacts of the salesman—friends, relatives, friends of the salesman's friends, past business associates and policyholders.

2. Write out exactly what you propose to do to enlarge your contacts, viz.:

The Club you will join.

The civic work you will do.

The social functions you will attend.

The hobbies you will cultivate.

The community activities in which you will participate.

The groups in which you will get yourself better known.

Having decided what you will do, and having written out your plan, talk it over

with your Supervising Officer, Inspector or experienced associates. Then take a blank card, write at the top "New Acquaintances" and file it to come up 30 days from now.

Your job is to make acquaintances out of 30 strangers during the next 30 days. Whenever you meet and talk to a new person, whether he is your grocer or a new member of your gymkhana, write his name on a Prospect Card together with such information as you have and file it under a special tab—"New Friends" at the back of your Prospect File. Remember, these are not necessarily your immediate prospects. You may have to cultivate their acquaintance for six months, twelve months or even a couple of years before you can count on them as prospects. Make on an average one new acquaintance each day and you will be amazed at the potential future source of prospects you have built up.

One month from the time you start this practice take the "New acquaintances" card to your Supervising Officer or whoever is acting as your adviser. He will advise you about the selectivity of your acquaintances.

PROSPECTING METHODS—II

CENTRES OF INFLUENCE

Another recognised method of prospecting is known as "Centres of Influence" method. No salesman has made a success by himself; ultimately his accomplishments will depend upon his ability to get others to work for him, i.e., he must create "Centres of Influence" for his use.

This method is a logical sequence of the natural contacts method of prospecting described in the previous chapter. Every one whom you know moves each day in a circle which is made up of his friends and acquaintances. Just as you have your circle of friends and acquaintances, so your friends and relatives, likewise, have created such circles as a result of their business, social and family life.

If you can persuade your friend to help you in meeting his friends and associates, you have automatically entered his circle and thus, are able to tap almost entirely new source of prospects.

Naturally, some of your friends and relations have larger and more valuable circles of personal friends and acquaintances than have others. These friends whom you know and who would like to help you succeed in your business, are known as 'Centres of Influence'. The method of getting names of prospects or getting introductions to prospects through the centre of influence has

been recognised to be the best method by salesmen in all trades.

This method of securing prospects has distinct advantages over others because, firstly, you get the names of potential prospects; secondly, you get information that can be used to advantage in locating the needs of the prospect and lastly, you get the prestige of your centre of influence and thereby make your approach under favourable circumstances.

To enable you to proceed with the selection of your centres of influence, here is a list of qualifications which would make an individual a good centre of influence for you.

1. Must not only know you, but have interest in you and desires to help you.
2. Must have contact with people who need your services.
3. Must have confidence in your ability.
4. Must carry importance and prestige with people to whom he recommends you.

Persons from following professions usually turn out to be good centres of influence:

Bankers, doctors, lawyers, accountants, income-tax experts, school principals, solicitors, building-contractors, religious heads,

political leaders, investment experts, store purchasers, professors, club secretaries, Public Relations Officers, Chamber of Commerce Officials, Secretaries of civic organizations.

which it will be logical for you without hesitation or embarrassment, to ask them to introduce you to their friends and acquaintances. In practice, you should come to regard your select centres of influence as your silent partners and gradually develop closer ties with them.

With due regard to these, you should proceed to make a list of men from amongst your natural contacts who, because of their occupations or professions, know a great many of the type of people you want as your prospects. Make a habit of cultivating your centres of influence. If you get interested in their work, if you volunteer your services in connection with some special community or election work in which they are interested, if you go out of your way to meet them at the right time and under the right conditions and in the right way, you can develop the intimacy to the point at

Having selected your centres of influence, the next step would be to approach them for getting introductions to their respective circles. For getting this sort of co-operation, there are two tried methods:

(a) The first one is to ask your centre of influence leading questions built around the three uses of the word "Who" such as:

"Who is your best friend, your neighbour, your partner, your secretary, important member of your staff, your sales manager, the

PROSPECTING CARD

Centre of Influence :				Agent :					
Name	Best Time To see	Approximate		Position or Business	Owns House	Family Names & Ages		Approximate Insurance	Hobbies
		Income	Age			Wife	Children		
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									

PROSPECTING CARD (Front)

PROSPECTING CARD

Do you know anyone who has :

- Married recently ?
- Had a child recently ?
- Has young children or an especially talented child ?
- Made a lot of money or is doing very well in business or profession ?
- Built or bought a new house ?
- A mortgage on his home ?
- Been promoted or received an increase in salary ?
- Recently moved here ?
- Started in business ?
- Lost a relative or friend recently through death ?
- Taken his first job ?
- Inherited money ?
- A promising future ?
- Had a serious accident ?

I should like to meet :

- Your grocer, lawyer, doctor.
- The most promising young man you know.
- Your best pals in—cricket, bridge, golf, hunting or tennis, Fraternity.
- Your employer, sales manager, employees or other officer.
- Your business associates, partner.
- Your neighbours or club associates.

How about your : Son, daughter, wife.

- Brothers, sisters, brothers-in-law (Also wife's brothers) or other relatives.
- In which of the organisations you are a member ?
- In what group you have the greatest number of friends ?



PROSPECTING IS AN INTEGRAL PART OF SELLING
PROSPECT INTELLIGENTLY AND CONTINUOUSLY

PROSPECTING CARD (*Back*)

most prominent man known to you, your doctor, your lawyer?"

"Who has been married, had a baby, bought a new house, had dependent parents, had a promotion, new job, started a new business or inherited money?"

"With whom do you play—bridge, tennis, cricket, or with whom do you go to picnic or on a holiday?"

Provided these questions are tactfully asked, your centre of influence will answer them by giving you specific names. This procedure of getting names from a centre of influence is decidedly better than merely asking him, say: "Mr. X, can you give me names of some of your friends who might be interested in buying Life Insurance?" His answer probably would be: "I am sorry, I cannot think of any one right now, but if I do, I will let you know." And in practice, he will never let you know. Instead, if you proceed to ask questions on the above lines, you are making it easier for him to assist you. This method of getting names by asking leading questions can be made most successful by the use of the prospecting card.

At the back of the card are enumerated the various points on which you may make it convenient for your centre of influence to think and ultimately suggest you names. On the front is provided the space for writing the name and other information.

(b) The second method of enlisting the help of your centre of influence is to bring him a list of names pertaining to his profession or occupation and to request him to see if he could introduce you to those known to him.

Generally speaking your centre of influence is usually willing to co-operate with you if you proceed on the right lines.

Men like to grant favours to those they like and to people who ask for favours. Your approach, however, has to be tactful. When you approach Dr. Seth, you may say: "Doctor, here is a list of men whom I propose to see. Some of these may not be worth the effort on my part and since you know most of them, I wish you would help me eliminate those whom you believe it will be a waste of time for me to see. Would you kindly assist me in checking this list and see how many of these you know to be worthless?"

Without doubt the centre of influence method is one of the simplest and yet one of the most effective of all prospecting methods. However, if you are to use it with success, two points must be considered.

YOU MUST KNOW THE JOB

1. You must take pains to prove to your centre of influence that you are a competent Life Insurance adviser. He will not readily recommend you to others until he feels not only that you know the Life Insurance business, but can also give the right type of advice. You can convince your centre of influence of your ability by keeping him acquainted with the stories of sales which you make. This will inspire in him confidence in your skill.

2. Drop in to see him occasionally. Tell him an interesting story of Life Insurance work. Without violating confidence tell him of interesting sales you have made. Let him feel very sincerely that when he gives you the name of a friend, you will render that friend a sound Life Insurance service.

3. The most important point to be borne in mind is that you must report to your centre of influence the results you have secured in calling upon those whose names he has given you. He is interested in the outcome, otherwise he would not have given you those names. It is not only an act of courtesy to come back and tell him of the sales you have made, it is also good business. For as you discuss with him the fact that Mr. So and So was interested in the idea and arranged for an Education Policy for his son or that Mr. X liked the idea and bought a policy to guarantee Retirement Income, you are paving the way to a very effective life insurance discussion with your centre of influence. He is interested in knowing the details of the plans his friends have bought and, if similar needs exist in his family situation, more often than not, he, too, will readily be a buyer for those types of policies.

4. "You must give, if you take". The most vital consideration for your success in the use of this method is to realise that your partnership with your centre of influence should be a two-way effort. You must occasionally reciprocate. If your centre of influence owns a furniture business, tell him about the new homes and flats where you have observed the need for fresh furnishings. If the furniture at a particular place is observed to be old, there is an excellent opportunity for your centre of influence to attempt to sell new furniture. If he is very much interested in some particular community or charitable activity, tell him about the men you met the other day and who, you believe, are likely to be useful to him for that kind of work.

If you discover that he is interested in photography, be sure that you offer him some of the good books you have come across on photography, or introduce him to another friend of yours who has latest equipment and knowledge of the subject.

In these small ways, none of which require a great deal of time or money, you

can build up lasting friendship with your centre of influence, which will be so strong and so worthwhile that he would become your silent partner.

The Life Insurance man, who, after a couple of years in the business, has set up a few real centres of influence in a given circle, has almost solved his prospecting problem.

ENDLESS CHAIN METHOD OR 'LEADS' METHOD OF PROSPECTING

When you start the business of selling Life Insurance and make calls, one of the following three things happens:

1. You sell a man and gain his confidence.
2. You fail to sell a man but gain his confidence.
3. You fail to sell a man and fail also to gain his confidence.

In the first two situations, there is every possibility of your prospect agreeing to introduce you to his friends if you requested him to do so. This securing of names or introductions from the persons on whom you call for selling Life Insurance, is known as getting 'Leads'. Getting leads makes an "Endless Chain" of prospects.

Two distinct advantages accrue from a systematic method of developing 'leads' from every interview and proposal:

1. You get leads to new prospects.
2. You also get the reason for seeing those prospects.

Securing just the name and the address of a person is not getting a 'lead'. There are enough directories which furnish names and addresses, but these certainly are not leads. When, however, you get approximate age, the broad picture of family situa-

tion, approximate income and other data together with the backing of your client, you have almost done the work as though you had an initial call. With this family picture of the prospect in your hands, you can formulate in advance a tentative insurance proposition for him that will arouse his interest. This refers to persons whom you fail to sell, but whose confidence you gain as a result of your organised selling.

However, when a man has bought a policy from you, he is in a proper frame of mind to help you solve your prospecting problem by suggesting the names of relatives, friends and business associates.. He is pleased by the manner in which you have helped him solve his Life Insurance problem. He likes your Company, he appreciates the benefits of Life Insurance and the reason why men buy it and, above all, if you have done your job sincerely, he likes you and will want to help you. This is just the time to tell him: "Mr. Policyholder, you have done me a friendly turn by taking up this policy and going ahead with your insurance programme. There is someone you know, perhaps a relative or a business associate, or a friend, whose situation is similar to yours, who, you believe, would be interested in the service the NEW INDIA renders". And then go into specific questioning as you have been advised with regard to the centre of influence, and make it

easy and pleasant for him to give you the introduction.

There are outstanding advantages of securing leads from policyholders. They are:

1. No initial prospecting is necessary as most of the information about the lead will be given to you by your policyholder.

2. The interview can be secured under favourable circumstances in view of the introduction you have. Less time will be spent in completing the job, as often the business results during the first or second interview.

3. The leads the policyholder gives you are likely to be to persons in similar situation of life and hence your job of selling is easier to that extent.

4. The policyholder has shown his confidence in you by purchasing insurance and is, thus, in the right mood to assist you.

5. Above all, the job of prospecting is pleasant in view of the association which you have already established with him.

"DON'T LEAVE YOUR CHANGE ON THE COUNTER!"

Asking for leads, whether from a policyholder or from persons whom you have failed to sell but whose confidence you have secured, is a simple habit to form. It is an easy and natural thing to do. If you follow this plan determinedly and consistently, it will serve, more than anything else, to ensure you a steady flow of prospects.

As an insurance salesman has put it: "To sell a policy and not ask for leads is like leaving your change on the counter after you have made a purchase in a store."

In fact, referred leads may be termed as 'Preferred leads' because the approach through leads is easier and the agent is able to talk with confidence.

Another important advantage in asking for leads is that it helps you expand your prospecting. For example, if you have sold a partner in an accountant's firm, you can almost automatically secure an introduction to his head clerk and other members of the staff. Do not neglect them, but at the same time, do not neglect to ask the accountant: "Who are most potential clients of yours who, you think, need Life Insurance?"

Similarly, from your doctor friend, you can get the names of the best salesmen of pharmaceuticals who call on him and from the salesmen, you can go to the sales manager to the divisional manager and from him to the manufacturer. This is a simple rule to follow.

BUILDING NESTS OF PROSPECTS

Intimately associated with the above two methods of securing prospects is the method of what is called "Building Nests". Consciously or unconsciously, every successful Life Insurance salesman builds many such prospect nests. A prospect nest may be an office, a market, a section of the territory or a professional group in which one becomes the best known and the most welcome Insurance salesman. There are instances where your Company's representatives have built such nests.

This is accomplished by choosing the business or profession or group in which you feel you can work to the best possible advantage. The start can be made by making one sale to the most influential person in the group. Then by sincere service and sound sales technique, you gain his complete confidence, secure an introduction to another member of the group and keep going from member to member. If you have done your job well, after a time you will come to be known, not as an Insurance Agent, but as "Our Insurance Man".

It is evident that if you build several prospect nests, you always have a place to go to for new business. Besides, when you visit these places, you feel at ease and sales can be made more quickly because your good name shall have travelled ahead of you. It will pay you rich dividends to give a good deal of thought to this aspect of prospecting.

If you are working in a city, remember that it is, in a way, nothing more than a

collection of small towns. For example, in an average city, all journalists and newspaper reporters know each other, not only as working in the same profession, but also in a friendly way. They have their favourite coffee houses and other meeting places. They constitute a section or a 'town' within the city. The same is true of almost every profession or trade. The cloth market, the drug market, the bullion market, or other markets are nothing but groups of men with similar vocation and if you successfully build your prestige with one member, your success at prospecting is assured in that group. You would do well to proceed in the matter of creating nests in a sound and businesslike way. As you are to move among these people year after year, you must conduct yourself and your business on the highest possible plane. You should not allow your selfish interests to dominate your business interests. If you get at your job honestly and sincerely, you will secure a major share of your business by simply "walking around among your friends."

PERSONAL OBSERVATION

Personal observation is another source of prospecting. Observation is the practice of keeping your eyes and ears open. It is looking at people and seeing prospects, thinking about people as prospects and hearing about people as prospects. Let us consider your activities on a typical day:

You get up in the morning and have some chat with your wife about what she or your child did yesterday or what they propose to do today. Does this conversation suggest any names of prospects?

You read the newspapers. Any names of prospects? You will study at a later stage the detailed way in which newspapers could be used for securing prospects. For the present, it will suffice to state that if the newspapers are carefully read, you are bound to see the names of prospects scattered about.

You get into the bus and meet some acquaintances or learn about somebody's promotions, and opening of new shops or stores. If you keep your eyes and ears open, you will observe in these situations some prospects every day.

In the noon, you go for your lunch or tiffin at some restaurant. There you can see and hear prospects if you are alert.

You visit an office and there again you see and hear the names of prospects.

When you return home there may again be a conversation suggesting new names of prospects.

In the evening when you go for a walk or to a picture you are likely to see and hear names of prospects.

Those who say that during the day they do look at people but find no prospects, it is possible that they have seen people, but have not established the connection between individuals and prospects.

It is likely that your wife yesterday met some lady whose husband may be a prospect for you, if not today, sometime hence. Your family certainly spent some money yesterday. With whom did they spend it? If for purchasing medicine, most certainly the chemist should have a place on your prospect list. So, a careful analysis of the day's activity can add a few names to your list of prospects.

There are two reasons for stressing this point of view.

First is that the names suggested by your observations are likely to be the kind of names which can readily be turned into prospects.

The second reason is that the man who neglects this method of prospecting, misses a potent source of prospects.

Someone has said : "There are none so blind as those who will not see." Good prospecting is, to a considerable extent, the ability to realise the ever-present opportunities. The alert salesman, who has train-

ed himself to look for life situations which call for the use of Insurance, who thinks always in terms of prospects and not of people, who realises that the business of living is not static but dynamic and the change is continuous, has little difficulty in solving his prospecting problem. It is after all a matter of developing a point of view, of training oneself to the point at which the recognition of changing situation is always possible. Almost invariably, there are abundant opportunities for new sales; our problem is to find these opportunities and, then to do something about them. Below are listed some of the events which suggest prospects. When you hear or read

about them, be sure to make a note of the names and see if they are prospects for you:

Events which suggest Prospects :

1. Births, Birthdays, Deaths.
 2. Engagements, Marriages.
 3. Appointment to offices, promotions and salary increases.
 4. New contracts, professional men's earnings of large fees, winning of law suits, inheritance.
 5. Sales of businesses, reorganization of businesses, notices of Company floatations.
 6. New Partnerships, etc., etc.
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NEWSPAPER LEADS

We all read newspapers and the various news items which we come across are just taken for granted. In fact, since human needs are the basis of nearly all Life Insurance sales, the newspapers, with their daily record of numerous human situations calling for Insurance protection to cover human needs, become invaluable aids to the Life Insurance salesman. However, as long as a salesman continues to look at the names in a newspaper from the view point of a mere reader, he cannot, of course, conceive of them as being logical prospects for Life Insurance interviews. While reading the newspaper the reactions of the man, whose name appears in the papers, is not ordinarily considered. The incident, which publicises a man's name in the newspaper may appear insignificant to us, but to him it is an outstanding event. That day is a Red Letter Day, the kind of the day which comes at very infrequent intervals in a man's life. Those who read the daily newspapers casually, take it for granted that a certain number of business changes will be reported, take it for granted that the usual birth list will appear in the usual place, take it for granted that certain people must have left India for abroad and that some others must have returned, take it for granted that some new picture is released and so on. But, what is to the casual reader simply an everyday, matter-of-fact and thoroughly commonplace situation, is to the man intimately concerned with it, a great and dramatic event.

Take for instance the release of a new picture. Can you visualise the satisfaction, gratitude and pride that the producers, directors, actors and actresses and all other technicians concerned with the production of the film feel at this culmination of their efforts? So long you take the newspaper events for granted, you may not see any logical prospects for Life Insurance behind those news flashes. Visualise, however, the intensely interesting human drama that lies at the back of the two line items in the paper—marriage, birth, death, promotion, arrival, departure—and you can realise the possibilities of Life Insurance situations in these events.

A practical way to use these possibilities would be to cut out the relevant item, paste it on the card and show it to the prospect when you call on him. People will surely take it from you, read it again with a glow of pride and you have him, in his most affable mood at once for a favourable interview.

Some of the newspaper items which suggest, firstly, a need for Life Insurance and secondly, the opportune time for selling additional protection are included in the list below:

Engagement announcements.

Marriage announcements.

Birth announcements.

Death announcements.

Law Suit Successes.
New partnerships.
New Companies.
Winners of crossword puzzles and other competitions.
Local or national sports winners.
Arrivals from and Departures to Foreign Countries.
Promotion announcements.
Election winners.
New Directors.
New Branch Managers.

Contributions to charities.
Sale and Transfer of Building, Factory or Business Houses.
New Product releases.
New Picture releases.
Outstanding box office hit announcements.

Trade, Industrial and Financial journals should also be scanned as they carry items regarding conditions in Business and industry. Such items are not always carried by daily newspapers, but are of help to the agent in soliciting prospects in those fields.

DIRECT APPROACH OR COLD CANVASS

Cold canvass is a term applied to a salesman's direct approach to a possible prospect without any advance information or introduction. Some successful salesmen advise that it is better to make cold canvass a regular part of one's prospecting activity; they declare that one should include in one's work schedule a certain number of calls upon absolute strangers in order to keep his salesmanship at a high pitch of effectiveness.

If you are to make a success of the cold canvass method of prospecting, you must possess :

1. A prepared approach that compels immediate interest and attention.
2. A personality that instantly makes a favourable impression.
3. A good deal of courage and skill.

Cold canvass method may be :

1. Qualified.
2. Unqualified.

Qualified cold canvass consists of selecting the names of persons from a known source such as lists of doctors, lawyers, or persons in other professional groups on whom you want to call. Although you have no information about them, you either know somebody else in the same profession or at least the peculiarities of the group to which your prospect belongs.

The unqualified cold canvass, on the other hand, consists of calling on people in one building, one office or one locality. When one has to resort to this method, he can do so in one of the following three ways :

1. Personal call.
2. Telephone.
3. Pre-approach letter.

The first method of direct approach is more useful than the other two because the personal call can be used in securing enough information about your prospect and the actual selling may be endeavoured at subsequent interviews. The telephone method helps at times to secure appointments. The pre-approach letter helps to introduce you and the purpose of your visit in advance. However, under the latter two methods, the prospect has an opportunity of refusing you an interview, whereas under the personal call method, a clever salesman is generally able to get a few minutes of the prospect's time.

Cold canvass involves hard work that a salesman has to do and is not as profitable as other methods already explained. A new man in a new territory, may have to resort to this method. He should plan out his calls properly as each call would help the possibility of securing information for further leads. Even the established man will find the method useful when one afternoon he realises that he has exhausted his

list of planned calls and that there still remains, say, two more hours that could be put to good use. Instead of returning to the office and chatting with colleagues, it will

pay him to spend the time in making direct approach calls. He will find that he will develop his ingenuity in making contacts and good prospects.

MAIL APPROACH

The method of prospecting by writing specialised letters to likely prospects is termed "Mail Approach". This method of prospecting has not found favour because of its limitation, but under given circumstances it may be employed to advantage. For instance, when you have to sell any popular scheme of insurance, or when you have to commence operations in a new territory, or when you want to prospect in an exclusive group, you may introduce yourself and your object by mailing your company's literature with a suitably worded letter.

It may also be noted that the systematic use of Mail Approach can enable you to expand your sphere of activities in a relatively short time. A proper use of these letters not only gives you an operating programme, but it also paves the way for your interview. The letter establishes the contact, it gives a reason for calling, it bridges the gulf between your first word of greeting and the actual

opening of the interview. It will help you build sound work habits because it is an effective method of co-relating your planning and field work. The value of this method should be obvious as a pre-approach to a call to warm up a prospect before the sales interview.

If you want to achieve some results with this method, it must be developed systematically and followed consistently. It may, however, be made clear that each and every letter mailed has to be followed up by a personal call within three days from the date of its posting. It is perhaps not necessary to state that response to such letters is generally meagre and that you have to plan a personal follow up call irrespective of the fact whether a reply is received or not. Although response to such letters is extremely poor, it is a common practice to enclose a business reply or pre-paid envelope as a matter of business etiquette.

MISCELLANEOUS PROSPECTING METHODS

Salesmen often complain of bad times and economic depressions. While this may or may not be true, there are bound to be, in spite of adverse conditions, some lines of business which are faring better than others. If you approach your centres of influence intelligently and get from them the names of people who are doing fairly well in spite of bad times, you have before you the right type of prospects to be approached at such times. This idea, in fact, can be developed irrespective of prevalent conditions.

Servicing policyholder in the matter of age admissions, registration of nominations or assignments, revival of lapsed policies, etc., offer opportunities to materially expanding your list of prospects. Every time you sell a policy, you possibly create another centre of influence from whom it is easy to get introductions to others provided you do your work systematically.

The Proposal and Personal Statement Forms : If you carefully go through the Proposal and the Personal Statement Forms of every proponent, you can find from the answers therein, someone to whom you wish to be recommended. This must be done, not off and on, but in every case, and you will be surprised to find how many good prospects you are able to add to your list as a result of this process.

Intuitive Prospecting : Allied closely to personal observation, is the method of intuitive prospecting. This can best be explained by an illustration.

One of our Company's salesmen was told by his prospective client to satisfy his Income Tax consultant about the advisability of his having a Life Insurance Policy. The salesman called on this consultant, who, after giving a patient hearing, advised that under the present circumstances, the prospect concerned should not buy an Insurance Policy. The gentleman, however, had asked so many questions during the discussion that our salesman sensed that he himself would be a really good prospect and ultimately did sell him a sizable amount of Insurance.

Many similar situations arise and, in every situation which a salesman meets with during his day's work, he can sense a prospect provided he has the sixth sense — that is "the nose for prospects". Such intuition can only be developed after some experience in this line, but it would not come automatically and you must gradually cultivate in you the requisite power of observation so that you can develop this faculty which will enable you to sense out prospects.

HINTS FOR SUCCESS IN PROSPECTING

What has been stated about prospecting in the preceding chapters must have made it clear to you that it is a continuous process demanding regular and systematic work — not merely desk work but much leg work, too. There is no alternative to this and, therefore, you must firmly resolve :

1. I will prospect continuously and regularly : Some successful salesmen devote a full day per week solely to prospecting. Other salesmen make it a habit to make one call each day only for prospecting. Still others go so far as to ask for prospects in every call they make. Whatever your choice is, make it a definite part of your programme and stick to it.

2. I will ask for leads from every one whom I sell : Surely, there is no better time to ask the co-operation of a proponent than just after having sold him. At this time he is more favourably disposed towards you and your product than at any other time, for the simple reason that he has just shown his faith in you and in Life Insurance by buying. Make it a habit to strike while the iron is hot.

3. I will regularly secure letters of introduction to prospects : It is reported that an insurance salesman in U.S.A., who joined business in 1944, made calls on 11 of his original prospects. From this beginning, he obtained in the next four years almost 3,000 letters of introduction which resulted in more than 9 million dollars of completed

business. An introduction card provides a basis for an interview under favourable circumstances with almost any prospect. It is a matter of common courtesy for a man to see you when you carry a message from a friend of his. There is no better way to assure an open door for a favourable approach.

4. I will acquire a finger-tip command of leading questions: Many Life Insurance men fail in their prospecting efforts because they do not sufficiently stimulate the thinking of their centres of influence. Merely to ask a man for names of likely prospects for Life Insurance evokes little response. It is so much more effective to have a series of questions which may enable him to locate the type of names you want. You have learnt about these in the chapter "Prospecting Methods—II".

Here are a few leading questions:

Do you know someone who has secured a new job or earned a promotion?

Do you know someone who has recently been engaged or married?

Do you know someone who recently had a baby or expects one?

Do you know someone who is doing fairly well, having a new house constructed or planning a trip abroad?

Who do you think is invaluable to his business?

Do you know of any family where there has recently been a death or a serious accident?

These specimen questions will help you think of several others. You should have them on the tip of your tongue when you approach a centre of influence for new prospects.

5. I will obtain sufficient and accurate information about my prospects : When getting an introduction, do not be satisfied with just names and addresses. Instead, make it a habit to get the fullest possible information from your centre of influence so that it can give you a clear picture of the prospect right from the start and, at the same time, save a good deal of your time.

6. I will make full use of my power of personal observation : A good newspaper reporter has a nose for news; a good Life Insurance salesman has a nose for prospects. While it is almost impossible to sit down and list every possible prospect among your acquaintances, it is equally impossible to walk down a street in your own locality without being reminded by something about someone who might buy Life Insurance. That is why the successful Life Insurance men are never without a pencil and a note book. With your ears and eyes open, it is unlikely that a single day would go by without your overhearing a conversation about someone who had a promotion, or who had become a father, without seeing an item in some newspaper concerning the change of status of a friend of yours; without digging up some bit of information which may ultimately lead you to a prospect. Don't depend too much on your memory, write it down. Don't walk down the street day-dreaming. Keep alert to the situations around you which make prospects out of people.

7. I will not neglect my policyholders as sources of prospects and additional business : It is a discouraging thing for a salesman to call on a client after a long time and learn that he has recently been sold by another salesman. Yet, this happens frequently. The best prospects for Life Insurance are those who already own it and the best prospects for you are those who already have bought from you. To neglect them is more than a violation of their trust in you. It is also shortsightedness on your part because the accumulation of an ever-increasing list of clients represents a source of business for years to come. Prospecting among your policyholders is merely a part of routine. Why not try it? It is simple, it is pleasant, it produces good results.

8. I will build my prestige : Prestige is nothing more or less than what people think of you. As you widen your circle of acquaintances and friends, make sure that you are not only well known, but also favourably known. Get on speaking terms with people whom you see often; show a genuine interest in them and they will be just as genuinely interested in you. Take lunch or tiffin at a popular restaurant and get acquainted with the well known persons who patronise it. Join group activities to build your prestige in the community, but don't be selfish. In other words, contribute your share of effort to the activities of the groups you join, or your prestige will suffer.

9. I will look successful : The type of home you have, the way you dress, the way you walk, the way you talk, the type of people you move with—all these are tre-

mendously important in creating the impression that you are a success. Therefore, associate with people of standing in the community. Do friendly turns to people around you and win their co-operation. When you secure an introduction through any source, remember to appreciate and acknowledge it in person, over the phone or by letter.

ELIMINATION

It may sound strange to you that after having stressed the importance of prospecting and of getting names to such an extent, elimination is being advised. Yes, but it is in your own interest and as such should be explained to you before you waste your time on poor prospects.

You have been told in the chapter on prospecting about the elimination of poor prospects.

Too many Life Insurance salesmen call on the same people over and over again even though these people have never bought, nor do they intend to buy.

It may be because the need has not been fully uncovered, or the ability to pay premiums is lacking, or they are not the type with whom the particular salesman can do business.

Prospect cards of these people should be discarded. Otherwise, a salesman would be doing nothing but calling on prospects whom he never has sold nor ever will sell. When unproductive cards are eliminated, it will necessitate some increased prospecting activity to replace them.

How can you know when a prospect has to be eliminated? There are several helps in determining this.

First, use your own common sense. In many cases when the interview is over you will realise that there is no scope for you to call back. You may find that he has no money, is in poor health, has a bad moral hazard or you just don't click.

In some cases you will be in doubt. However, it will be no use calling on the same prospects over and over again without success. You may occasionally sell a policy to one or more of such prospects—but you would have sold much more if you had been calling on right type prospects.

Occasionally in between, but definitely at the beginning of each year, go through your file of prospects to determine which of them should be finally eliminated. Remember, time represents money value to you. See that you call on those to whom you have a fair chance to sell.

DOS AND DON'TS OF PROSPECTING

1. Learn and practise an organized talk to secure referred leads.
2. Be alert to observe opportunities and events leading to Life Insurance situations.
3. Your Centre of Influence is your gold mine. Don't forget to do something for your centre of influence and always report to him the result of your interview with the leads given by him. Remember the 'give and take' principle.

4. Join as many social and civic organizations as you can.
 5. Develop selling skill which will help you to overcome fear of strangers.
 6. Study and practise new and better methods in Life Insurance Salesmanship.
 7. Be natural. Don't try to imitate others.
 8. Locate your market or group where you have most chances of success.
 9. If you are not naturally witty, don't try to be humorous.
 10. Be human and friendly.
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PRESTIGE—AN AID TO PROSPECTING

While studying the essential qualifications of a good prospect, you have learnt that one of them is the approachability of the prospect under favourable circumstances. In the chapter "Prospecting Methods—II", you have studied how to use the prestige of your centre of influence for securing favourable interviews with prospects.

"Prestige" means the authority, power or importance based on past achievements or reputation. Here are the four main varieties of Prestige:

- (1) Financial prestige;
- (2) Social prestige;
- (3) Political prestige; and
- (4) Religious prestige.

1. Financial Prestige : It does not necessarily mean that the person whose influence you want to use should be a rich man, but he should be one in whom other people have a monetary interest such as, purchase officer in a textile mill or other commercial concerns, the manager of the loan department of the bank which accommodates your prospect, a big customer of any store or shop—all these people carry financial prestige. Their recommendation assures a favourable and usually a respectful audience.

2. Social Prestige : Position in society has a very important place in the minds of people in every community. People like to

be associated or linked with those who enjoy some position of importance in society.

By social position is not meant the high-brows staying in palatial buildings, or running the best cars and attending the most fashionable clubs in the city.

A list of men who can be said to have social prestige in the community is given below:

1. Municipal Corporators in cities and towns, or chairman and members of Local Boards and Village Panchayats.
2. Men of Science, literature and art.
3. Trustees and Doctors of Hospitals.
4. Members of respectable families of long standing.
5. High Public Servants, etc., etc.

3. Political Prestige : In to-day's world, politicians exert a great deal of influence and power over most men, and it is evident that introductions through political men are apt to make your prospect a willing listener. Politicians, of course, there are many in our country and irrespective of the party to which they belong, they do have influence in society.

4. Religious prestige : The prestige which the religious heads of the various sects enjoy is too well known. All communities have their religious heads and a good word from one is likely to put you up fa-

vourably before a prospect of the same religious sect.

Before concluding, it should be noted that the use of prestige referred to above, should be limited only to securing an interview under favourable conditions. The ultimate success of your job cannot and will not depend upon that recommendation. Once you are face to face with your prospect, you stand on your own merits. You must know your business and serve him well. After you have been in the business for some time, you will establish a prestige for yourself by the way you handle your business and the way you render service to your clients. But at the outset, you do need other's prestige to approach your prospect under favourable circumstances.

You must realise that an Insurance salesman must build sufficient prestige of his own to be favourably received by the prospect. It is no use continuously asking someone to blow your horn; the sooner you do it for yourself the better. Consider, therefore, what steps you should take to build up prestige for yourself. Prestige is the sum total of your standing in your community, the confidence people have in your advice and the influence you wield even unconsciously. It is a result of things you do, say and think; and as you gain prestige, more and more people listen to you. It is something that grows.

Prestige is founded on character and simple virtues. You can build a fund of goodwill and prestige for yourself in your

circle of friends, acquaintances, relations and community by:

1. Building a reputation for technical knowledge :

This means knowing enough about the principles and practices of Life Insurance. This knowledge when fully employed by you while selling Life Insurance, will go a long way to make the prospect feel that you know the subject, and thus enhance your reputation with him. If you want to be recognised as a professional man, you must not limit your knowledge merely to the plans your Company offers. You must also study the allied subjects, such as Law of Inheritance, Company and Mercantile Law, Partnership and Income Tax Acts and the Insurance Act together with the rules framed thereunder.

2. Presenting an attractive personal appearance :

By attractive appearance we emphasise the importance of neat clothes, regular shave and hair cut, clean finger nails, polished shoes and above all, a bright broad smile. One need not necessarily put on costly clothes. The clothes one wears should be neat and clean and properly ironed.

3. The Use of Testimonials :

The use of testimonials from your satisfied clients will help you gain the confidence of the possible prospects. Many of our salesmen have successfully used the testimonials of their satisfied policyholders while approaching new prospects in their respective areas.

4. The use of a list of Policyholders insured for substantial amounts with your Company :

People like to do business with successful men and if you can carry names of your prominent policyholders while approaching prospects, it will help you to obtain favourable interviews. The list of policyholders carrying substantial insurance with your Company will assist you in bringing round the prospect who hesitates to go in for substantial insurance with your Company on the pretext that he does not wish to put all his eggs in one basket.

5. Advertising yourself :

Advertisement for a Life Insurance man need not necessarily mean advertisement in newspapers, periodicals, or journals. A Life Insurance salesman would do well to make himself known by :

- (a) Pre-approach letters,
- (b) Mailing Birthday, Diwali, New Year and X'mas cards or letters,
- (c) Mailing newspaper cuttings containing items of interest to prospects,
- (d) Regular mailing of blotters, leaflets, etc.,
- (e) Contributing to community, club or other social magazines,
- (f) Getting invitations to address high schools, colleges and community groups.

6. Keeping busy :

This method of building prestige, although imperceptible, has been acknowledged by all. If you were found wasting your time

in restaurants and picture houses, your prospect is not likely to take serious notice of what you say. On the contrary, if he finds you busy, he is bound to value your opinions as well as your time.

7. Owning sufficient Life Insurance yourself :

The exhibition of one's own policies at times makes it easier to close the sale when the prospect is hesitant to make a decision about taking a policy. When he sees that you yourself have purchased a policy, the prospect is inclined to buy one of such policies for himself.

8. Doing civic and community work and cultivating friendship with influential people :

It pays to work for charitable institutions so long as it is not over-done at the cost of your usual business routine. Your association with influential people reflects their prestige in you, and very often prospects who want to get themselves associated with the group of such influential men may be inclined to do business with you.

Service, friendly disposition and personality are potent factors in building prestige.

Service : The following occasions offer you good opportunities to render service and thus help you build prestige :

- (a) Changes in mode of premium payment
- (b) Loans on policies
- (c) Desire to make a policy paid up
- (d) Changes in Policy-Table and Plan
- (e) Revival of Lapsed Policies

- (f) Change of Address
- (g) Death and maturity claims, and other enquiries.

Friendly disposition : A friendly disposition and willingness to help others at all times can enable you build prestige in the community.

Personality : The intangible something called "Personality" which makes us inclined favourably towards a person and have confidence in his recommendation, has been effective all through the ages in getting entrance into men's minds and in allowing us to influence their wills. All of us are well acquainted with the effect of human charm, warmth, and an optimistic and healthy attitude towards life. These

qualities attract us towards the person possessing them.

From the foregoing narrative, it shall have become clear that prestige—whether your own or somebody else's, is absolutely necessary for a successful selling career.

In the beginning you have to necessarily depend upon, and make use of, the prestige of others. It is for that reason alone that we have given to you at some length, the various ways and means of availing other people's prestige.

We have equally emphasised the importance of building up your own prestige. If you observe the ethics of the profession, there can be no doubt about the success of your efforts.

PROSPECTING AND YOURSELF

The sure way to succeed in Life Insurance business is to attach utmost importance to prospecting. To build and maintain a good prospect list is to work steadily at the prospecting job even when business is good and sales are effected with comparative ease. It is most essential that at the start of your career, you recognise the extreme importance of an organised prospecting system. You must convince yourself about the fact that the only way in which you can have sufficient interviews every day is to organise a prospecting system in which you do a certain amount of prospecting every day. You must replace the names of those whom you sell and those whom you eliminate. You must work at the prospecting job in an intelligent, systematic and aggressive way. You must make prospecting a matter of daily routine.

For a successful career in Life Insurance selling you must never forget for a moment the importance of prospecting.

Cultivate more intensely than you have ever done before, a keen desire to make as many new friends and acquaintances as possible. A good Life Insurance man is always eager to meet people. He brings himself to a stage at which he is genuinely interested in people, in what they do, and in what they intend to accomplish for themselves and their families. No Life Insurance man can ever have too many friends. As he goes about his task of increasing the

number of his friends, he finds people equally reciprocating.

If the salesman brings with him a spirit of optimism, if he radiates goodwill and cheer, if he enjoys doing things for people, and if he sincerely feels that the greatest good he can do a man is to help him solve his financial problems through Life Insurance; such a man need worry little about his prospecting problems.

Make every effort to build your reputation in the community to the highest possible point. If you are to make your living from the sales of Life Insurance within a given community, that community has a right to expect that you will be a representative citizen in every particular, that you will pay your bills promptly, that you will avoid being one whose activities can in any manner be considered harmful. The point is not entirely moral; it is just good business judgment to conduct yourself so that you command the respect of all whom you know. If you expect the members of your community to listen to you as you discuss with them their plans for the maintenance of their homes, to discuss with them the future of their wives and children, you must first command their respect, otherwise you will not have their confidence.

In this connection, it pays to remember that people like to do business with successful men. As you make your start in the

business, follow every possible method which will impress upon your community that you are on your way to a successful career. Watch your personal appearance. Keep your clothes as neat as possible. There is no excuse for baggy trousers or for dirty linen. Look at yourself in the morning as you leave for work and say, "Is this the type of man with whom I would like to talk today and with whom I would like to do business?"

Keep busy. When you walk down the street, do so deliberately as if you were a man who had a place to go to and who had a story to tell. To loaf in a public place such as a restaurant or a theatre is fatal to your chances of success.

Think of yourself as a businessman and conduct yourself as such. Avoid the temptation to relax for an hour in the office of some friend simply because as a friend he would not object to such casual visiting. He will think the better of you as a Life Insurance representative and will be more willing to co-operate with you in introducing you to his circle of friends if you give him the appearance of being a busy man.

Let your bearing, your manner, your appearance, all reflect the fact that you have found in Life Insurance work a successful and happy career—then, and then alone others will accept you as competent for the job. When they do so, you shall have laid the foundation for lasting success.

YOUR OPPORTUNITIES IN THIS BUSINESS

It is estimated that at least 75 per cent of a salesman's success in selling Life Insurance depends upon his ability to find prospects, yet an average salesman does not spend more than 5 per cent of his time in prospecting.

Records indicate that about 90 per cent of all adults under 50 years of age are insurable. A fair percentage of these is able to pay premium for at least small amounts of Life Insurance, and it will be safe to say that in our country not one man in a thousand has all the Life Insurance he needs or would like to have for his family and for his own old age.

The saturation point in the Life Insurance business is not reached and in fact will never be reached. Each day creates a new army of prospects as a result of marriages, births, promotions, new business ventures, new partnerships, etc. The *per capita* insurance in India as compared to other countries is very low and when compared to the ideal insurance protection a man should have, is very much lower indeed.

Trained salesmen have better future in the profession. To present the right perspective, Life Insurance in India needs thousands of well-trained and conscientious salesmen.

The millions in our villages still do not know what Life Insurance is, and even the people in cities do not fully appreciate the advantages of Life Insurance and its place in a man's budget. Business men still need to be educated as to the advantages of Life Insurance in protecting their business interests. Similarly all classes of people need to be shown the advantages of Life Insurance in providing for old age and family security.

Buying Life Insurance is one of those unselfish acts which few people perform without a strong outside appeal.

Knowing that there is a big market for Life Insurance — that the saturation point is beyond reach, no salesman who follows a systematic prospecting method should have any difficulty in keeping himself adequately supplied at all times with a list of good prospects.

Finally, to those who are new to Life Insurance selling, the habit of working for one day in a week to add new names to their prospect list would prove highly beneficial.

Be sure you have on hand at all times 50 names.

Stop selling and start prospecting until you have 50 qualified names.

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